



G. N. Kuruc, Jr.  
Key Account Manager  
400 Raritan Center  
Edison, N. J. 08837  
908-225-4774  
Voice Mail 43778

**FAXED**

November 15, 1996

Mr. Richard Lawlor  
Amerada Hess Corporation  
One Hess Plaza  
Woodbridge, NJ 07095

Dear Rick:

Below are key points with regard to our position on the proposed cigarette outlet stores in Allentown and Bethlehem:

- As previously stated we can use our marquee manufacturer (Slate) to produce marquees as previously described for both locations.
- If you make a decision to use Philadelphia Sign RJR will share a portion of the cost in the amount of \$ 7,000.00 per store, provided that a minimum of 4- 6' (RJR) advertising panels are placed. We can provide all necessary artwork on a diskette. To do this we will need your software format, with full specifications for the canopy.
- If you decide to use Philadelphia Sign to make a marquee, again RJR will share a portion of the cost in the amount of \$ 2,500.00 per store.
- To pay a portion of the cost for both canopies or marquees, we will require a three (3) year agreement with any pay back (due to removal) pro rated accordingly.
- Slate will handle complete installation of the interior of each store. All fixtures including counters will be shipped from Winston-Salem.
- In the next few days, I will provide a implementation schedule complete with dates.

Rick, please call me with your decision after your meeting with Philadelphia Sign.

Best Regards,

*Nick*

G. N. Kuruc, Jr.  
cc: M. Brooks/C. Iszard

51847 3460